



PACIFIC SOUTHWEST REGION (REGION 7)
NATIONAL NETWORK OF LIBRARIES OF MEDICINE

Pacific Southwest Regional Medical Library (PSRML)

Serving the states of Arizona, California, Hawaii, and Nevada, and the U.S.-Associated Pacific Basin.

Quarterly Progress Report
May – July 2004

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Quarterly Progress Report
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A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services

- Loansome Doc Service in the Pacific Southwest Region:
Service to Affiliated users is offered by **190** libraries
Service to Public users is offered by **50** libraries
Service to Unaffiliated health professions is offered by **69** libraries
Service to International Libraries is offered by **17** libraries
Service to international users is offered by **14** libraries

2. Assessing the needs of health science libraries

- We share the concern Betsy Humphreys voiced at MLA regarding closure of hospital libraries during a time when evidence-based medicine is becoming even more important. During the last year, two pediatric hospitals in our region faced serious downsizing; one was cut considerably, the other was not. In speaking with the librarians, a major difference between the two hospitals was that the one that did not sustain cuts had a very high level of support from physicians on staff at the hospital. We need to find ways to get physician support for the hospital library. We might conduct a campaign at medical exhibits to encourage library support or work with medical associations in other ways to promote the support of hospital libraries.
- Julie Kwan and Andrea Lynch visited Good Samaritan Hospital Medical Library in Los Angeles on June 17, 2004. The purpose of the visit was to welcome the new librarian and to introduce her to products and services of NLM and the NN/LM, to assess the status of the library, and to determine ways we can help.
- Heidi Sandstrom visited our Network colleagues and the staff of various community-based organizations in Hawaii and Guam, and conducted workshops on Guam and on the Municipality of Rota in the western Pacific from July 8-16. This trip included visits with Ginny Tanji, Director of the Library Resources Center, John A. Burns School of Medicine, University of Hawaii at Manoa; a meeting with Momi Lovell and the staff of Papa Ola Lokahi, created in 1988 to help improve the health status of Native Hawaiians living in Hawaii; a visit with Resource Library Director John Breinich of the Hawaii Medical Library and his staff; a meeting with Christine Scott-Smith, the Director of the Robert F. Kennedy Memorial Library at the University of Guam, one of our region's Resource Libraries; and meetings with various university faculty, and with the staffs of the University's Cancer Research Center, Guam Memorial Hospital Authority, the Guam Department of Mental Health and Substance Abuse, the Guam Department of Public Health and Social Services and the Guam Public Library; and a visit with Alice Hadley at

the Medical Library of the U.S. Naval Hospital Guam. More detail about this trip can be found in the Latitudes article at <http://nnlm.gov/psr/lat/v13n5/pacific.html>

- PSRML filled **19** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **6,455** items NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MEDLINEplus Bookmarks, MEDLINEplus and NLM Pens, MEDLINEplus Posters and PSRML mouse pads. A Network librarian's comment on July 20, 2004: We love using your PubMed tri-fold as a handout at our library. Thank you!
- The following videotapes and audiotapes circulated to network members during the quarter via our PSRML multi-media loan page¹:
 - Medical Library Association Annual Meeting: Seize the Power 2004- **3**
 - HIV/AIDS and African Americans- **1**
 - Race: The Power of Illusion- **3**
 - MLA teleconference "Reading Between the Lines: Focusing on Health Information Literacy" - **3**
 - 2004 MLA teleconference "Roles and Essential Skills for the Expert Searcher"; - **8**
 - AMA Foundation Toolkit- **2**
 - Branching Out: The Mesh Vocabulary- **2**
 - Changing the Face of Medicine DVD- **4**
 - Effects of E-Journals- **2**
 - HIV/AIDS and the Latino Community- **1**
 - HIV/AIDS and Older Americans- **1**
 - Safeguarding Our Patron's Privacy: What Every Librarian Needs to Know about the USA Patriot Act & Related Anti-Terrorism Measures – **1**
- We sent books that were sent to us by NLM to libraries at a state psychiatric hospital, a hospice organization, a public library and a hospital. A May 17 comment from a Network librarian: Received your box of books a day or two ago, and it was like Christmas here! They are invaluable to our collection (and current!). I can't thank you enough.

3. Managing the NN/LM Network membership program for the region

- According to DOCLINE, Region 7 has a total of 658 network members: 242 Affiliate and 416 Full members.

4. Implementing the Regional Document Delivery Plan

- We had our first library ask about dropping out of EFTS. The library is a small college, and they want to handle their ILL traffic through OCLC and OCLC's IFM. We posed a

¹ <http://nnlm.gov/psr/loans/>

question to the EFTS offices regarding dropping out of EFTS and in particular, when the DOCLINE records are changed.

- One issue of the PSRML newsletter, Latitudes, was published: May – June 2004. Articles featured PubMed expert searching; the RFP for Access to Electronic Health Information; the RFQ for 2004 AIDS Community Information Outreach; announcements of Major Outreach Awards and Express Outreach Awards, in addition to regular features.
- During this quarter, PSRML staff participated in two NLM DOCLINE teleconferences: June 15th and July 20th.
- DOCLINE statistics for the Pacific Southwest Region are:
 - **412** DOCLINE libraries; **31** of these are Borrow-only libraries.
Four Full member libraries are not DOCLINE participants: Northridge Hospital Medical Center (CAUNTM), San Joaquin Community Hospital (CAUZDZ), St. Jude Medical CRMD (CAUPAC), and Sierra Nevada College (NVUHL).
 - There are no pending DOCLINE applications.
 - **Seventy-seven** DOCLINE routing table approvals were completed at PSRML during the quarter.
 - **Five** DOCLINE orientations were performed via telephone during the quarter, which took a total of 4.5 hours.
 - **Thirty-two** DOCLINE Library Groups are recognized in our Region, sixteen of which are region specific.
 - **Forty-five** requests for DOCLINE holds were received and processed during the quarter.
 - **Four** libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of **110** FreeShare library group members in this Region.
 - There are **1170** DOCLINE libraries across the Regions that participate in FreeShare.

The following chart shows DOCLINE participation in the Pacific Southwest Region:

Location	Serial Holdings Contributors	Borrow-Only DOCLINE	Total DOCLINE Participants
Arizona	42	7	49
California	306	22	328
Hawaii	15	1	16
Nevada	13	1	14
Pacific Basin	5	0	5
Regional Total	381	31	412

5. Meeting responsibilities of Resource Libraries and the RML

- We began discussions with the University of Hawaii to explore their becoming a Resource Library next year. Hawaii Medical Library will continue as Resource Library until February 2005. In particular, we hope to help them improve their fill rates.
- Julie Kwan identified existing state and regional resources that offer opportunities for libraries to participate in group licensing agreements or that assist libraries in negotiating their own agreements; she forwarded this information in June to Renee Bougard in response to her request as Chair of the NN/LM E-Licensing Working Group.
- Recommendations for four Resource Library representatives to attend the upcoming Community-Based Health Information Outreach Symposium were sent to NN/LM MCR for consideration. Resource Libraries included in the recommendation were at the University of Nevada, Reno; UC Davis; University of Guam; and Loma Linda University.

6. Establishing and maintaining effective communication

- Julie Kwan and Andrea Lynch participated in one LinkOut Teleconference during this quarter on June 23, 2004.
- Alan Carr participated and recorded minutes for one Outreach/Education Coordinators Teleconference during this quarter on July 8, 2004.
- Julie Kwan, Michael Miller, and Andrea Lynch concluded their participation with the USC software engineering class that has been developing an automated question and answer system. The student team delivered their final product, *Ask PSRML!* along with installation instructions. We will explore using this system during the redesign of our web site.
- One issue of the PSRML newsletter, *Latitudes*, was published: May – June 2004. Articles featured PubMed expert searching; the RFP for Access to Electronic Health Information; the RFQ for 2004 AIDS Community Information Outreach; announcements of Major Outreach Awards and Express Outreach Awards, in addition to regular features.
- During the quarter, 29 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:
 - 33 additions to the list and 32 deletions from the list
- PSRML web usage summary statistics for this quarter are:

Month	Visits	Page Views
May 2004	9,459	65,178
June 2004	10,360	76,826
July 2004	11,446	83,291

- The months of May 2004 – July 2004 experienced a slight decrease at first but gradually went back up by the end of the quarter. More detailed statistics on our web page.²
- On May 22, 2004, Michael Miller attended the 10th Annual NN/LM Web Developers Conference in Bethesda, MD. As a result of “*Vision Sessions*” held during this meeting, 10 high-priority projects were identified from all the issues presented by the RMLs. Many of these projects had work groups created for them. Michael agreed to be part of the following work groups: Search Engine work group, Visual and Architectural Redesign work group, and the National Class Calendar and Registration System work group.
- During this quarter Michael continued to work with Julie Kwan in developing a plan for re-designing the PSR website. In July he began working with Kay Deeney to plan development of various Camtasia tutorials for the PSR website.
- On July 22, 2004 Michael hired Amber Haq as a Technology Assistant. Amber’s main duties include assisting with keeping all staff and training lab computers up-to-date with the appropriate security patches and software as well as assisting with regular PSR website maintenance. Amber is a 3rd Year Computer Science Major with detailed experience in computers and programming languages such as Perl and Python. We are grateful to have her on the team.
- Kay started working on a Continuing Education Survey for assessing network members’ interest in courses.

7. Consulting with the Regional Advisory Committee

- Volunteers were solicited for serving on the review committee for the Access to Electronic Health Information proposals.

8. Monitoring and evaluating regional programs

- Kay Deeney continued to attend the weekly meetings of the Technical Advisory Committee for NOMC.
- Kay attended the Tribal Connections 4 Corners teleconferences.

9. Obtaining feedback from users and recommending ways of improving information access

- Several network members contacted us this quarter for help with teaching materials for PubMed, NCBI and Nursing on the Net classes.
- Heidi Sandstrom obtained suggestions from Min-Lin Fang, a librarian at the UCSF Center for Knowledge Management, about outreach strategies to reach Asian populations.

² <https://staff.nlm.gov/usage/psr/>

10. Providing a computer-equipped training facility.

- The Computer Training Lab continued to be used for the UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSRML staff for teleconferences.

11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.

- We contacted NIA to ask them to send us more NIHSeniorHealth.gov CDROMS so that we and our network members can promote this web site.
- Staff attended two NOMC training sessions during this quarter on June 17, 2004, and July 30, 2004.
- We reviewed the latest version of the ILL Cost Increase Procedures and submitted questions to the NNO on June 9.
- We provided feedback to the NOMC on June 10 on the results of our beta testing the NOMC II – Mapping and Reporting Application from May 27-June 10.
- Heidi Sandstrom reviewed the draft document, Procedures for Announcing and Awarding NN/LM Projects, produced by the NN/LM working group. She submitted comments to Angela Ruffin on June 11.
- Feedback from Suzanne Flint, a regional patient educator and literacy expert, was forwarded to Naomi Miller at NLM in June. Naomi asked for comments on NLM's new "How to Write easy to Read Health Materials" page.

12. Promoting and encouraging the submission of applications for NLM-funded grants.

- During the quarter, RML staff consulted with potential applicants for the Access to Electronic Health Information RFP.
- Alan Carr coordinated the review process of the Access to Electronic Health Information proposals received in the region. He held a teleconference for the region's reviewers, and answered their questions. He then compiled and sent the bidders questions about their proposals that were raised during the review process.

13. Following-up on NLM-funded grants.

- Alan kept all subcontractors apprised of changes and new versions of the Participant Information Sheet for their outreach activities.

Outreach Subcontracts

- Quarterly reports were received for continuing PSRML Express Outreach Awards.

- Outreach Subcontracts: An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix A**. The Subcontractor outreach activity tabular reports were generated from the National Online Mapping and Reporting System³. Outreach data included in the summaries are: total number of activities; total number of activities that included a significant number of minorities and total number of participants. *Note: Where N/A is indicated, there were no outreach activities reported in this quarter.*
- **The Lung Express at Preuss: A Demonstration Project – Medical Center Library, University of California, San Diego**
Subcontractor Craig Haynes completed the project during the quarter by demonstrating specialized information resources related to respiratory and environmental health to about 134 sixth-grade students at the Preuss School UCSD during a three-day period. Students received hands-on training experience with print and online resources in respiratory and lung health, including MedlinePlus and ToxTown. Instructors included two representatives from the American Lung Association of San Diego and Imperial Counties, two Preuss School faculty members, and two librarians. All students were interested in the training, and it is hoped that the information presented will contribute to positive behavioral changes at this point in the students' lives, such as abstaining from tobacco use. The project team will also investigate funding opportunities to create peer training modules for high school students, who would in turn be responsible for training younger students in grades 6-9.

Total Training/Demonstrations:	7
Total sessions of participants were 50% ≥ minorities:	7
Total Participants:	204

- **Clinical Internet Training Lab – San Mateo Medical Center Library -**
Several classes and drop-in training sessions were successfully offered to physicians who treat HIV/AIDS patients, Latino immigrants, uninsured patients and the chronically mentally ill. Course evaluations were conducted through electronic mail surveys of physicians who enrolled and attended the classes, as well as with on-site questionnaires. Additional training sessions have been scheduled for the fall of 2004 to continue reinforcement of the importance of the Clinical Internet Training Lab as an important aspect of quality patient care.

Total Training/Demonstrations:	3
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	21

- **Internet Professional and Consumer Medical Information Access – Guam Memorial Hospital Authority**

³ https://staff.nlm.gov/outreach/activity_reporting/

Subcontractor Arlene Cohen completed one training session during the quarter, with about 20 doctors, nurses, and allied health professionals in attendance. Topics covered included PubMed searching, how to sign up for Loansome Doc services, and identifying free web-based health resources. Ms. Cohen also contacted the American Cancer Society, Guam Chapter, and other citizen groups to schedule consumer health sessions, but no dates were finalized.

Total Training/Demonstrations:	1
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	20

- 5th Quarter reports were received from the Access to Electronic Health Information (AEHI) project contracts.

- **Central Valley Access to Electronic Health Information Project – Henry Madden Library, California State University, Fresno, CA**

Total Training/Demonstrations:	NA
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- **Facilitating School Nurses' Access to Electronic Data - Library & Information Access, San Diego State University, San Diego, CA**

Total Training/Demonstrations:	2
Total sessions of participants were 50% ≥ minorities:	0
Total Participants	71

- **Hawaii Health Portal - Hawaii Medical Library, Honolulu, Hawaii**

Total Training/Demonstrations:	NA
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- **A Partnership between Good Samaritan Regional Medical Center and the Body Positive Foundation of Phoenix - Good Samaritan Regional Medical Center, Health Sciences Library, Phoenix, Arizona**

Total Training/Demonstrations:	NA
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- **Access to Health Information for Arizona's Tribal Nations I**

Total Training/Demonstrations:	5
Total sessions of participants were 50% ≥ minorities:	1
Total Participants	46

B. OUTREACH PROGRAMS

1. Outreach to Health Professionals

- Kay, Alan and Heidi attended the Cultural Competency workshop in DC sponsored by Georgetown University's National Center for Cultural Competence.
- Alan followed up on a contact made with the Director of Programs at the Association of Asian Pacific Community Health Organization (AAPCHO) about a possible future collaboration. The Director mentioned that AAPCHO was planning a meeting in September that a representative from PSRML may want to attend or possibly present at.
- Alan contacted Gail Gibson at the Lake County Department of Health about following up on recent PubMed training with a session devoted to resources drawn from the Partners in Public Health Training Manual. Gail said that a spring 2005 date would be better.
- The NLM Information RX project and store and the NN/LM Toolkit were promoted to the region.

2. Consumer Health Information Services

- Training in Cerritos organized by the Metropolitan Cooperative Library System was cancelled due to small numbers. Part of the problem may have been with the publicity that seemed to indicate that it was a PubMed class which may have been of little interest to public library staff. Heidi Sandstrom and Kay Deeney taught the Introduction to NLM Resources at Oxnard Public Library at the end of June. They were very appreciative that we came out to their remote location to train. At the end of July, Kay did the training again in Modesto and Salinas, two public libraries who are part of the Stanislaus County Library. Some comments from the Stanislaus County Library classes:

Very useful training; I am sure we will use the databases for helping the customers.

Enjoyed looking for information and will use often with customers.

...exposure to all the different databases especially NIH Senior Health and Tox Town.

This was all new to me. I found the whole thing valuable.

I liked the way to get full text articles from PubMed.

What would you do differently as a result of attending this educational activity?

I will use health topics first, instead of searching in the box.

Refer Spanish speaking customers to site, try using the medical encyclopedia.

- Kay started attending the Consumer Health Teleconferences in June and will continue to do so until the RML is able to hire a new Consumer Health librarian.
- The Medical Digital Reference Project continues to have twelve network member institutions involved covering live chat. Sixteen QRC questions were answered, and three live digital reference questions were answered.

3. Training to Support Electronic Access to Health Information

- Kay attended NLM's three-day Introduction to Molecular Biology and Information Resources course in Seattle in June.
- Training was conducted by the National Training Center and Clearinghouse staff at the RML training facility on July 26, 27 and 28; 49 participants registered for the three classes offered.
- Heidi Sandstrom conducted a workshop at the RFK Memorial Library on Health Information Resources from the NLM.
- In partnership with Franda Liu of [Pacific Resources for Education and Learning \(PREL\)](#), Heidi also conducted a workshop on Rota called "Building Health and Environmental Literacy with NLM Resources," as part of the 21st annual Pacific Educational Conference (PEC), Our Pacific Environment: Expanding the Vision - Literacy, Culture, and Technology. PEC is one of the largest educational conferences in the western Pacific and a major source of professional development opportunities for Pacific educators. This year, more than 500 individuals from across the Pacific and the U.S. mainland gathered on Rota, an island in the Commonwealth of the Northern Mariana Islands (CNMI), to participate in more than 100 presentations and workshops.
- Kay and Michael Miller began meeting about using Camtasia to produce short video-like programs on NLM's newer consumer health databases such as NIHSeniorHealth, Genetics Home Reference and Household Products Database.

Summation of Outreach Activities

Totals for RML and Subcontractors, Quarter 1 2004-5	
Total Training/Demonstrations:	37
Total sessions of participants were 50% ≥ minorities:	21
Total Participants:	515

Totals for RML, Quarter 1 2004-5	
Total Training/Demonstrations:	19
Total sessions of participants were 50% ≥ minorities:	11
Total Participants:	153

4. Exhibits and Presentations at Meetings

- Kay attended the UCLA Powwow in May where she made contact with United American Indian Involvement (UAI). She also attended a one day symposium sponsored by the Camp del Corazon, a camp for children with congenital heart defects.
- PSR exhibited at the Annual Meeting of the American Urological Association and at the Sobriety Run and Health Fair sponsored by United American Indian Involvement.

- Alan discussed with the Executive Director of the Gay and Lesbian Medical Association the possibility of exhibiting or presenting at their annual meeting in Palm Springs. Alan also provided feedback and updates for several information resources links on the GLMA website.

5. Technology Awareness and Integration

N/A

6. Library Improvement

No potential sites were identified during the quarter.

7. Connections

No specific connection sites were funded during the quarter.

C. OTHER ACTIVITIES

Heidi Sandstrom was appointed Associate Director in July.